

**What is claimed is:**

1. A method of granting Equity Rewards to Customers, the method comprising:  
establishing an agreement between the Business that grants the Equity Rewards and  
the Customer that receives these Equity Rewards.  
establishing both a quantitative and a qualitative relationship between the purchase of  
goods or services that triggers the grant of Equity Rewards and the Equity Rewards  
themselves.
2. The method of claim 1., wherein the Business granting the Equity Rewards is a  
Public Company.
3. The method of claim 1., wherein the Equity Rewards are in the form of stock.
4. The method of claim 1., wherein the Equity Rewards are in the form of Warrants or  
Stock Options.
5. The method of claim 1., wherein the Equity Rewards are in the form of Bonds.
6. The method of claim 1., wherein the Equity Rewards are in the form of Convertible  
Bonds.
7. The method of claim 1., wherein the Business granting the Equity Rewards is  
Private Company.

09765889, 012204  
FOIA b 7 - D

8. A method of granting Equity Rewards to Customers or Prospective Customers, the method comprising:  
establishing an agreement between the Business that grants the Equity Rewards and the Customer that receives these Equity Rewards.  
establishing both a quantitative and a qualitative relationship between the Customer or Prospective Customer's interaction with the Business' advertising that triggers the grant of Equity Rewards and the Equity Rewards themselves.
9. The method of claim 8, wherein the Business advertising is on the Internet.
10. The method of claim 8, wherein the Business advertising is on any other traditional media, such as newspapers, TV, Radio, Billboards, etc.
11. The method of claim 8, wherein the Business granting the Equity Rewards is a Private Company.
12. The method of claim 8, wherein the Business granting the Equity Rewards is a Public Company.
13. The method of claim 8, wherein the Equity Rewards are in the form of stock.
14. The method of claim 8, wherein the Equity Rewards are in the form of Warrants or Stock Options.
15. The method of claim 8, wherein the Equity Rewards are in the form of Bonds.

— ^ ^ —

16. The method of claim 8, wherein the Equity Rewards are in the form of Convertible Bonds.

17. A method of granting Equity Rewards to Customers, the method comprising:  
establishing an agreement between the Business that grants the Equity Rewards and the Customer that receives these Equity Rewards.  
establishing both a quantitative and a qualitative relationship between the Customer or the Prospective Customer's success in his/her self-imposed goal that triggers the grant of Equity Rewards and the Equity Rewards themselves.

18. The method of claim 17, wherein the Business granting the Equity Rewards is a Private Company.

19. The method of claim 17, wherein the Business granting the Equity Rewards is a Public Company.

20. The method of claim 17, wherein the Equity Rewards are in the form of stock.

21. The method of claim 17, wherein the Equity Rewards are in the form of Warrants or Stock Options.

22. The method of claim 17, wherein the Equity Rewards are in the form of Bonds.

23. The method of claim 17, wherein the Equity Rewards are in the form of Convertible Bonds.